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METHOD, SOFTWARE AND SYSTEM FOR DEVELOPING INTERACTIVE
CALL CENTER AGENT PERSONAS

ABSTRACT OF THE DISCLOSURE

5 A method, software and system of developing
personalities for interactive and/or automated call
center applications are provided. According to teachings
of the present invention, sample population
questionnaires and interviews may be used to identify key
10 personality traits. The impact of the identified key
personality traits are then empirically determined.
Based on the empirical determination of the key
personality traits' impact on customer satisfaction, a
plurality of personality profiles may be generated for
15 evaluation. A plurality of application types and voice
talents may then be employed to evaluate the impact of
each personality profile on customer satisfaction, for
different user populations and different types of
automated systems. The personality traits for each
20 automated system are preferably rated and reviewed to
ensure a system accurately represents the identified key
personality traits. The various voice talents may also
be evaluated to identify those traits best at conveying a
desired personality.